


Which US podcast publishers are most popular?

Article



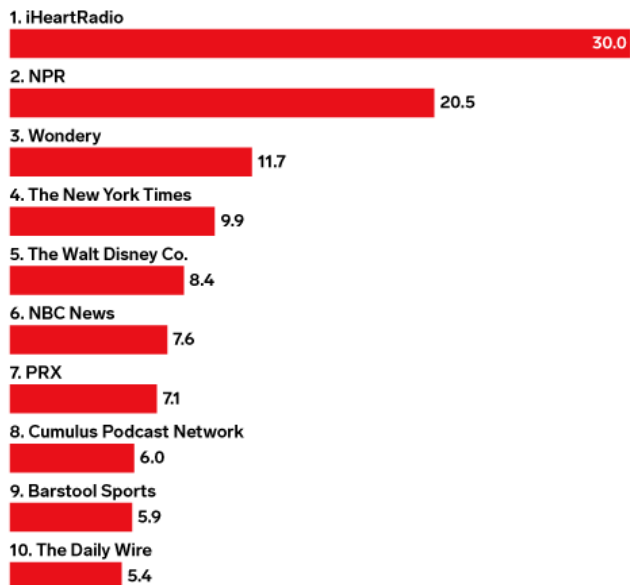
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iHeartRadio is the most popular US podcast publisher, with **30.0 million** people tuning in to its podcasts in September. **NPR** ranks second with **20.5 million** unique listeners, while **Wondery**, now owned by **Amazon**, comes in third with **11.7 million**.

Top 10 US Podcast Publishers, Ranked by Unique Audience, Sep 2021

millions



Note: represents activity tracked by Podtrac, broader industry metrics may vary; includes desktop and mobile audience

Source: Podtrac, "Podcast Industry Audience Rankings: September 2021," Oct 5, 2021

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